FSC-409-A	10/7/94	To: ROM
SUBJECT:	New MONARCH Gun VPR Labels	
DISTRIBUTION:		
X AVP	X CAM	___ ELM
X RM	X Reg.Mil.Mgr.	___ MIL
X ROM	___ DM	___ REP

DM	T&D	REP
1224		
1225	✓	
1228	✓	
1229		
1230	✓	
PTC	8AM	
ROM	PA	SC (RBM)
RM	PC	MC
1240	1242	8AM

File M-4

One of our main accountabilities in marketing our products to adult consumers is a *quality* presentation of promotional offers at retail. We call it "crisp execution."

To assist in accomplishing this quality presentation, we are pleased to announce a change to our MONARCH gun VPR labels. Beginning October 22, 1994, new, high impact blue and white VPR labels will be available for our current MONARCH labeling guns. New blue VPR label will better communicate to consumers a quality brand message and less of a discount brand message while still communicating the offer effectively. Many consumers like the savings of a discount but do not like a non-removable "lime green" label on their pack.

Consistent with our current MONARCH VPR labels, the new labels are available with either the "off" message for showing the value of the discount or without the "off" message for dead-net pricing.

Key Information

- Both new VPR labels will be available on open order effective 10/22/94.

  Commodity #476291 MONARCH Gun Blank VPR With "Off" Label
  Commodity #476300 MONARCH Gun Blank VPR Without "Off" Label

- **The transition to the new VPR labels should be made as quickly as possible. As soon as Representatives/PTSWs receive their new inventory of the blue VPR labels, they should being using them and destroy all old "lime green" labels.**

- "Lime green" labels should not be kept as back-up in case an individual runs short. All "lime green" labels in storage areas or offices should be properly destroyed as well once the new labels come in.

- When placing labels on packs, it is important to let the consumer see as much of the face of the pack as possible for easy style recognition. Keep this in mind when labeling product.

Additional ROU Information

The transition of the MONARCH VPR labels from "lime green" to high impact blue is the first step in enhancing our quality of presentation to the consumer. Beginning in January, all MONARCH labeling guns currently in use will be replaced with an updated model that dispenses a smaller label that can be either top applied or front face applied on our products. The new gun will also only require one label type since it can be programmed to print the "cents off" message or the dead net price.

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Source: https://www.industrydocuments.ucsf.edu/docs/rqhy0000

In order to make the transition from the "lime green" to new "high impact blue and white" MONARCH gun and labels in a timely and efficient manner, your assistance is needed.

1. Ensure the transition to the new high impact blue labels is done as soon as possible beginning 10/22/94.

2. Ensure Sales Representatives understand the reasons for the change and quality presentation issues.

3. Order the blue and white replacement labels in realistic quantities since we are transitioning to the new gun and small labels in January. Efficient management of both field and home office inventories of these new labels will minimize destruction costs of the remaining blue labels in January.

4. To ensure the proper amount of new MONARCH guns are purchased for your field sales employees, your response on the number of new guns is needed no later than 10/28/94. The company will receive a rebate for old MONARCH guns we are replacing with new guns based on your response. Please use the attached form for submitting your region's needs. Further details on the new MONARCH guns will be communicated at a later date.

Your prompt attention to this request will assist in a smooth transition to improving "crisp execution" in a quality manner in your marketplace.

Program Contact: Bill Duffy, extension #5776

R. J. REYNOLDS TOBACCO COMPANY

Attachment

News update!
Monarch guns are now available for your sales Reps
Please let me know where your new guns are when sent
how many

also the new gun sales label that can be programmed for penny cents off

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Source: https://www.industrydocuments.ucsf.edu/docs/rqhy0000